

WFFF 201 Humboldt St Rochester, NY 14610-1093

American Media & Advocacy Group 815 Slaters Lane Alexandria, VA 22314

Comments Billing Type PE

Account Types

Brand Product Agency Contract # Schedule Dates Advertiser Donald Trump/US President/Republican (77297) Political - President (1071) American Media & Advocacy Group (13167) 10/18/16-10/24/16 1441286 Entered By 6 Headline # Last Modified Date Entered

Buyer Name Sales Office Salesperson Phone/Fax 521/967/8018 MediaAssistant,, Katz - Washington DC Katz - Washington DC, Washington DC (1179) 521/967/8018 (565145) Net Total Order Type Demo Commission Commission % Package Deal

10/18/16 09/30/16 \$1,158.75 15.00 Elizabeth F. Guy Normal ECR25322641

New Hampshire 10/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FO Standard National/Political Sales Tax \$6,566.25 Burlington (WFFF)
By Broadcast Month
Oct. 2016 Grand Total: **Spots** 23 23 \$7,725.00 \$7,725.00

Accepted-Agency/Advertiser:		11.0.1 Closed Preempt	11.0 Normal Line / SPOT	10.0 Normal Line / SPOT	9.0 Normal Line / SPOT	8.0 Normal Line / SPOT	7.0 Normal Line / SPOT	6.0 Normal Line / SPOT	5.0 Normal Line / SPOT	4.0 Normal Line / SPOT	3.0 Normal Line / SPOT	2.0 Normal Line / SPOT	1.0 Normal Line / SPOT	Line Type / Break Type (Ref #)
		10/19/16	10/19/16-10/19/16	10/24/16-10/24/16	10/21/16-10/21/16	10/20/16-10/20/16	10/19/16-10/19/16	10/18/16-10/18/16	10/24/16-10/24/16	10/21/16-10/21/16	10/20/16-10/20/16	10/19/16-10/19/16	10/18/16-10/18/16	(Ref #) Dates
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WFFF Rochester, NY 14610-1093 201 Humboldt St

Brand

815 Slaters Lane American Media & Advocacy Group Alexandria, VA 22314

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Product Agency **Schedule Dates** Advertiser Contract # American Media & Advocacy Group (13167) Donald Trump/US President/Republican (77297) 10/18/16-10/24/16 1441286 ဝှ Entered By Last Modified Date Entered 10/18/16 Elizabeth F. Guy ECR25322641 09/30/16

Comments Billing Type Account Types Phone/Fax **Buyer Name** Sales Office Salesperson New Hampshire $10/18/16\text{--}10/24/16\,\mathrm{TRUMP}$ FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FO LLOW. Standard National/Political 521/967/8018 MediaAssistant,, Katz - Washington DC Katz - Washington DC, Washington DC (1179) 521/967/8018 (565145) Political - President (1071) Net Total Order Type Sales Tax Package Deal Commission Commission % Headline #

15.00

\$6,566.25 \$1,158.75 Normal

Burlington (WFFF)
By Broadcast Month
Oct. 2016 Grand Total: 23 23 **Rate** \$7,725.00 \$7,725.00

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125 West 55th St New York, NY 10019

REV+ 8 8p-9p

Day/Time

DP Program

GOTHAM

\$550.00

1.5

Rate A18P Rating

TELEVISION GROUP

Contract # 25322641 Agency: AMER MEDIA & ADVOCACY GROUP 815 SLATERS LANE CPE: 521/967/8018 Changes as of: 10/18/2016 at 1:44 PM

Agency Order #: 5440584

ALEXANDRIA, VA 22314

Product: TRUMP/P/R

Flight: 10/18/16 - 10/24/16 Advertiser: TRUMP, DONALD

Version: Highlighting Revision 2 Station: WFFF

Office: WASHINGTON

Primary Demo: Adults 18+

Market: Burlington-Plattsburgh

Total \$: \$7,725.00 Total Spots: 23 Total CPP: \$201.17 Total GRP: 38.4

Separation: Traffic #: 1441286

Con Type: POLITICAL/VOTE
Assistant: LAILA DAFTARI
202-872-5880

Buyer: BEN ANGLE Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Comments: RVSD TO ADD SPOTS.

TOTALS: 4 Len 10/18 10/19 10/20 10/21 10/22 10/23 10/24 10/18 - 10/24 Spots Total 23 \$7,725.00 \$201.17 \$550.00 | \$366.67 Total 44 CPP

GRP

38.4

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TELEVISION GROUP

Special Instructions

125 West 55th St New York, NY 10019

Date/Time

Added by

Comment

Order Level Comments

RVSD TO ADD SPOTS

10/18/16 1:44 PM

RACHELLE RAY -Washington DC RACHELLE RAY -Washington DC

Contract # 25322641 Agency: AMER MEDIA & ADVOCACY GROUP **CPE:** 521/967/8018

815 SLATERS LANE ALEXANDRIA, VA 22314

Changes as of: 10/18/2016 at 1:44 PM Flight: 10/18/16 - 10/24/16

Agency Order #: 5440584 Product: TRUMP/P/R

Advertiser: TRUMP, DONALD

Buyer: BEN ANGLE

Version: Highlighting Revision 2

Con Type: POLITICAL/VOTE

Station: WFFF
Market: Burlington-Plattsburgh Office: WASHINGTON

Total \$: \$7,725.00 Total Spots: 23

Total CPP: \$201.17

Primary Demo: Adults 18+

Separation: Total GRP: 38.4 Traffic #: 1441286

Assistant: LAILA DAFTARI 202-872-5880

Salesperson: RACHELLE RAY -Washington DC 202-872-5880

Line 3 Empire 1x 10/19 due to Pres. Debate MG offer 1x 10/19 Lethal Weapon8-9P Sect 5 \$550
Line 7 NFL No Late Game That Day. MG offer 1x 10/18 Brooklyn99/New Girl 8-9P Sect 5 \$400 and 1x 10/18 Scream Queens 9-10P Sect 5 \$400 1x 10/21 Hell's Kitchen 8-9P Sect 5 \$400 and 1x 2.5 Men @ Sect 5 \$50 w/o 10/18 Tu-F, M
Please advise Thanks! 10/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FOLLOW

	Competitive Information
Market Budget: \$45,441	\$45,441
WFFF Share: 17%	17%
Comment:	
WCAX: 43%	43%
WPTZ: 40%	40%

09/30/16 3:50 PM

Elizabeth Guy RACHELLE RAY - Washington DC

10/15/16 6:17 PM 09/30/16 3:51 PM

System

Notice Received.

RVSD TO REMOVE N/A SPOTS PENDING APPROVAL ON MAKE-GOODS

09/30/16 3:17 PM

		Daypar	Daypart Summary		
)ay/Time	% Distrib	Spots	Dollars	СРР	GRP
	100%	23	\$7,725.00	\$201.17	38.4
Total	100%	23	\$7,725.00	\$201.17	38.4

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\$7,725.00	23	Total
\$7,725.00	23	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	

20	4	\$0				7	9/30/16 3:19 PM	Queued for Electronic Contracting
30	0	\$0			Confirmed	/ Elizabeth Guy	9/30/16 3:50 PM Elizabeth Guy	Makegood 1
Changes: Total Spots from 24 to 22, Calculated Dollars from \$8,975.00 to \$7,175.00, Total GRPs from 42.4 to 36.9, Total CPP from \$211.67 to \$194.44, Compelitive Market Budget from \$52,794 to \$42,206, Comments from 10/18/16-10/24/16 TRUMP FOR PRESIDENT - NAB SENT VIA EMAIL. PYMT TO FOLLOW. to RVSD TO REMOVE NIA SPOTS PENDING APPROVAL ON MAKE-GOODS., User Entered \$ from \$0.00 to \$7,175.00, Total \$ from \$8,975.00 to \$7,175.00. 2 buylines added or modified.		\$-1,800.00	2		Confirmed	RACHELLE RAY -	10/15/16 6:17 PN	Revision
Changes: Comments from RVSD TO REMOVE N/A SPOTS PENDING APPROVAL ON MAKE-GOODS. to RVSD TO ADD SPOTS. Product from New Hampshire to TRUMP/P/R, Buyer from MediaAssistant, AMAG to BEN ANGLE, Total Spots from 22 to 23, Calculated Dollars from \$7,175.00 to \$7,725.00, Total GRPs from \$6.9 to 38.4, Total CPP from \$194.44 to \$201.17, Competitive Market Budget from \$42,206 to \$45,441, User Entered \$ from \$7,175.00 to \$7,725.00, Total \$ from \$7,175.00 to \$7,725.00. 1 buyline added or modified.	40	\$550.00			Revised	10/18/16 1:44 PM Washington DC	10/18/16 1:44 PN	Revision
\$ Comment	Contract	\$ Chg	Spot-	Spot+	Status	d Created by	Created/Received Created by	Trans
	уу	Transaction History	Trans					



TELEVISION GROUP

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER,
KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR
ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Trans New

Created/Received Created by

Status Confirmed

Spot+ 24

Spot-

\$ Chg

Contract \$ Comment

\$8,975.00

\$8,975.00

Transaction History

9/30/16 3:11 PM Washington DC

125 West 55th St New York, NY 10019

Contract # 25322641 Agency: AMER MEDIA & ADVOCACY GROUP CPE: 521/967/8018 Changes as of: 10/18/2016 at 1:44 PM

815 SLATERS LANE ALEXANDRIA, VA 22314

Agency Order #: 5440584 Product: TRUMP/P/R

Salesperson: RACHELLE RAY -Washington DC 202-872-5880 Buyer: BEN ANGLE

Advertiser: TRUMP, DONALD Flight: 10/18/16 - 10/24/16

Con Type: POLITICAL/VOTE Assistant: LAILA DAFTARI 202-872-5880

Primary Demo: Adults 18+ Market: Burlington-Plattsburgh Office: WASHINGTON

Station: WFFF

Version: Highlighting Revision 2

Total Spots: 23 Total CPP: \$201.17 Total \$: \$7,725.00

Total GRP: 38.4 Traffic #: 1441286

Separation:

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